



# London M&E Site Inspection Benchmark 2017

# Criteria Summary



**Enquiry channel will be made via email**

## Enquiry stages:



### **Arrangement**

The customers ease on arranging the Site Visit



### **Arrival**

The customers first impressions and interaction with the venue



### **Your event**

The customers guided experience around the facilities of the venue



### **Manner & Approach**

What impression does the Sales associate create through soft skills



### **Follow up**

The quality and speed of follow up information



### **Final Evaluation**

The customers end to end and overall experience

## Additional measures:



**Interaction  
Timeline**



**Selling  
Skills**



**Value  
Add**





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BDRC Continental operates across many industry sectors and is widely regarded for its expertise in the hotels and hospitality markets. Its specialist team comprises experienced market research professionals working alongside colleagues whose backgrounds are in hotel and conference centre sales, marketing, insight, development and operations.

Publications each year include Hotel Guest Surveys and Meetings Market Surveys conducted in over thirty territories worldwide, while the Customer Experience Management programmes the company operates benchmark the performance of over 1,100 hotels and venues worldwide.

In addition to these syndicated and subscription programmes, the Hotels & Hospitality division undertakes numerous ad-hoc single-client studies each year, including brand-health assessments, worldwide leisure strategy consultations and brand testing, deploying a wide range of innovative qualitative, quantitative and advanced analytics techniques.

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